



Vision Of Wallkill

Post Office Box 49 ~ Wallkill, New York 12589-0049

www.visionofwallkill.org

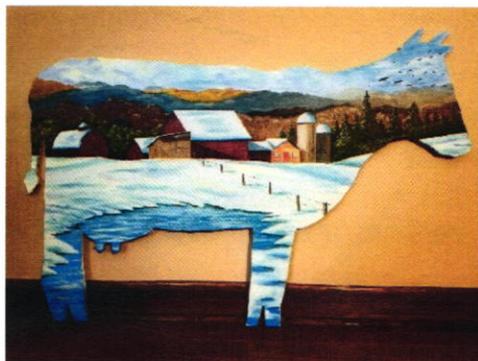
VOW'S COWS are MOO-VING around Wallkill

Vision of Wallkill (VOW) is offering cow silhouettes to paint and display at your business or home.

Brought to you by Vision of Wallkill (VOW), "VOW'S COWS" are wooden cow forms that will promote the Hamlet of Wallkill, beautify our hamlet when painted and displayed in your front yard or business, and provide funding for events brought to you by VOW. All artistic abilities and styles are welcome.

The Fine Print

1. The VOW'S COWS project is designed for painted cows to be placed outdoors, so materials and paints used must be suitable for extended outdoor display.
2. All painted images must be the artist's own original work, family-friendly and appropriate for public display.
3. Contest is open to anyone of any age.
4. Each primed wooden cow will be offered in exchange for a minimum donation of \$50.
5. One person may have more than one wooden cow, with the appropriate donation provided.
6. Be sure to name your VOW COW.
7. Donations must be made at the time the wooden cow is picked up. Cash or checks made payable to "Vision of Wallkill".
8. Each donor must complete a registration form that includes the donor's information as well as the name of the artist, if different than the donor or donor's immediate family member, and where the painted cow will be placed.
9. Reservations for a wooden cow form begins March 7 and must be completed (painted, dried and ready for display) by April 15, 2021. Cows should remain on display thru the fall.
10. Cow Pickup: March 13, 10 am – 12 pm, Shawangunk Town Hall.
11. Group Photo: Bring your VOW COW to the Wallkill Public Library on April 13, 11 am.
12. Vision of Wallkill may take photos of any cows, donors and artists and use them in our promotional materials.
13. Contact Donna @ 845-851-8105 for more information.



Belle



Amelia



VOW'S COWS are MOO-VING around Wallkill

Elsie the Cow has been the beloved visual symbol of our Wallkill Hamlet and its colorful history. This memorable, happy cow of the Borden Dairy Company was voted one of the top ten most outstanding marketing mascots of all time. In this tradition, Vision of Wallkill (VOW) is using the cow theme to create "VOW'S COWS", artistically painted wooden cow forms that will beautify Wallkill.

Primed cow forms (measuring 31" tall by 46" wide), will be available to the public for a donation beginning March 7. The COWS are designed to be painted by anyone and displayed in your yard or in front of your business. Finished COWS will serve as visual reminders of the future you would like to create for Wallkill, as well as paying homage to our community's agricultural past. Moreover, it lends honor to the legacy that was made possible through the Borden Family's philanthropy.

In the late 1800s, Gail Borden invented the condensed milk process creating a product that became a staple in everyone's home pantry. The condensed milk was a safer alternative to unpasteurized fresh cow's milk, even serving as a vital resource for the health and wellness of the Union troops during the Civil War. After his son John G. Borden settled in the Wallkill Valley in 1881, the Hamlet soon became the center of the condensed milk business for fifty years.

The Borden family donated the properties where the town hall, fire department and recreation park now stand, and also built and established the library system. Along with their innovative practices, they also brought electricity to Wallkill. Marion Borden, the youngest child of John G. and Ellen Borden, further willed funds for an addition to the original school, the community hall of the Wallkill Reformed Church, the auditorium in the present-day John G. Borden Middle School and Camp Wendy for the Girl Scouts.

VOW's COWS is another art project brought to the community by Vision of Wallkill. As we have seen from previous Art Along the Sidewalk projects, adding color in the Hamlet sparks vitality and pride within our town.

In commemoration of Marion Borden's birthday, VOW's COWS will be available starting March 7th. Painted COWS will gather for a group photo on Saturday April 17th on the Wallkill Public Library Lawn. These works of art will be displayed at various locations around town and we invite everyone to visit Wallkill to find all of the VOW's COWS "MOO-ving Around Wallkill".

The donations raised will help fund future community events sponsored by Vision of Wallkill and bring excitement and beauty to the Hamlet of Wallkill and vicinity.

#VOWSCOWS